Formation of MICE (Meetings, Incentives, Conferences & Exhibitions) Bureau under Maharashtra Tourism Policy-2024

Government of Maharashtra
Tourism Department,
Government Resolution No. TDS-2024/10/CR. NO. 185/Tourism-4
Madam Cama Road, Hutatma Rajguru Chowk,
Mantralaya, Mumbai - 32
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Read: GR Department of Tourism, No. TDS-2022/09/CR. NO. 542/Tourism-4, Dated 18th July, 2024

Introduction:-

With a vision to develop Maharashtra as popular and sustainable tourist destination wherein state will offer vast experiences on global, regional and local best practices and standards, Maharashtra Tourism Policy, 2024 was issued. The objective of the Maharashtra Tourism Policy 2024 is to bring in investments in to the tourism sector to the tune of approx. INR.1,00,000 Crore over the period of 10 years and also to create around 18 Lakhs jobs both directly and indirectly. The policy also focuses on setting up MICE (Meetings, Incentives, Conferences & Exhibitions) Bureau, thus the issue of formation of MICE Bureau was under consideration of the government.

1. Background

According to the national strategy of India, MICE-an acronym for Meetings, Incentives, Conferences, and Exhibitions-is an essential component of the business travel sector, aimed at promoting networking and encouraging meaningful interactions across different sectors, including business, industry, government, and academia. However, the global perspective on MICE Industry includes economic, social, and cultural benefits too.

2. Economic and Social Significance of MICE

The MICE industry is a significant contributor to the global economy, generating substantial income and employment opportunities. In 2018, the global exhibition industry

alone contributed USD 325 billion to the economy, with nearly 32,000 exhibitions held worldwide.

MICE events, by their nature, attract high-spending delegates who often stay in premium accommodations and engage in additional leisure activities, thus driving substantial revenue for local economies.

Established MICE markets like the USA, Germany, and France continue to lead in terms of the number of international meetings. However, emerging destinations, especially in the Asia-Pacific region, are demonstrating remarkable growth potential.

Countries like Ireland, Norway, and Greece have improved their global rankings by focusing on strategic positioning and increasing their international event hosting capabilities.

MICE events foster international relations and cultural exchange, providing opportunities for networking and knowledge sharing across different sectors.

Hosting large-scale events can enhance a city's global image and attractiveness, contributing to long-term tourism and business opportunities.

3. MICE in India (National Perspective):

India holds a modest share in the global MICE market, ranked 37th in the ICCA 2022 rankings, a decline from the 28th position in 2019. This decline highlights the need for more strategic efforts to enhance India's MICE capabilities. Major Indian cities such as New Delhi, Mumbai, and Bengaluru have experienced fluctuating rankings in hosting international meetings, indicating potential for growth and improvement.

The Indian MICE sector, valued at Rs. 37,576 crore, significantly contributes to the economy through direct and indirect spending. The trade fair sector alone has a substantial economic impact, with an estimated value of 23,800 crore INR. During India's G20 Presidency, over 200 meetings were organized across 56 cities in India. This sparked unprecedented interest both nationally and internationally, showcasing India's robust MICE infrastructure and its rich cultural and natural heritage to the world. The Ministry of Tourism is committed to building on this momentum to firmly position India as a global leader in the MICE industry.

Developing the MICE sector in India can drive business growth, create jobs in hospitality, transportation, and other service sectors, and enhance overall economic development. MICE events provide a platform for knowledge dissemination, professional development, and cultural exchange, helping to position India as a competitive global business events

destination. Successful MICE events can lead to increased international attention and investment, positively impacting local communities and enhancing cultural understanding.

4. Roles of MICE in Maharashtra

a. MICE tourism differs from traditional tourism as it specifically focuses on attracting and organizing business-related events such as meetings, incentives, conferences, and exhibitions. Unlike leisure tourism, which primarily targets individual travelers or groups seeking recreational experiences, MICE tourism targets corporate clients, professional associations, and event planners.

b. The significance of MICE tourism lies in its potential to generate substantial economic benefits, including increased revenue from event-related activities, job creation, and the development of local infrastructure.

c. Additionally, MICE tourism enhances the global profile of a destination, fostering international collaborations and partnerships. By promoting Maharashtra as a preferred MICE destination, the bureau aims to boost the state's economic growth and cultural exchange.

Mice events attract high-spending delegates, boosting revenue for local businesses including hotels, restaurants, and transportation services. The sector creates numerous job opportunities in hospitality, event management, and related fields. By Conducting MICE in Maharashtra boosts the Investments in MICE facilities lead to improvements in infrastructure that benefit the wider community. MICE events often include training and professional development, enhancing the skills of local workforce. These events promote social cohesion by bringing together people from diverse backgrounds. These types of events often facilitate cultural interactions and understanding, showcasing Maharashtra's heritage, and promoting cultural tourism. And, by hosting international events enhances the global profile of Maharashtra, making it a more attractive destination for future events.

5. Objectives of MICE Bureau

The Maharashtra Convention Bureau aims to establish Maharashtra as a premier destination for large-scale and marquee events. To promote Maharashtra as a competent and credible

venue destination for Meetings, Incentives, Conferences, and Exhibitions (MICE), the following objectives are outlined:

a) Elevate the state's profile to attract national and international event organizers and position Maharashtra as a key hub for high-profile meetings, incentives, conferences, and exhibitions through various means i.e. bidding, promotion, publicity, events, shows etc.
b) Develop and implement strategic frameworks to create infrastructure to support the expansion of the MICE industry within the state.
c) Support the organization and management of significant events by promoting skill development and creating a robust ecosystem to streamline event planning and execution.
d) Foster connections with national and international stakeholders to boost Maharashtra's attractiveness as a MICE destination and encourage the organization of major global events within the state.

6. Constitution of MICE Bureau

6.1. Structure of Bureau

a) The name of the non-profit company shall be '**Maharashtra Convention Bureau**' & its authorized abbreviation is **MCB**, registered under section 8 Company Act, 2013.

b) MCB would be a Non-Profit Company registered under Section 8 of Company Act, 2013 under the jurisdiction of Maharashtra.

c) The registered office of the Non-profit Company shall be in Mumbai, Maharashtra.

d) The Bureau, because of its strategic nature, will have a General Body, a Governing Body, a Chief Executive Officer (CEO) and full-time professional staff.

6.2. Interpretation

In these rules and regulations, unless the context requires otherwise or is inconsistent with the following definitions:

a. MCB means Maharashtra Convention Bureau.

b. The 'Governing Board' refers to the Governing Board of MCB as constituted and provided by these rules.

c. The 'Chairperson' refers to the Chairperson of the Governing Board of MCB.

d. The 'Co-Chairperson' refers to the Co-Chairperson of the Governing Board of MCB.

e. The Hon. Secretary refers to the Hon. Secretary of the Governing Board of MCB.

f. The Hon. Treasurer refers to the Hon. Treasurer of the Governing Board of MCB.

g. The CEO refers to the Chief Executive Officer of MCB.

h. The 'General Body' refers to the General Body of MCB, including Active, Allied, Observer, Patrons, Lifetime, and Associate members.

i. A 'Member' means an individual admitted as such under these rules.

7. Membership

7.1. Categories of Membership

The membership of MCB will be under the following categories: -

1. Active
2. Allied
3. Patrons (Honorary)
4. Lifetime
5. Association / Organization

7.2. Membership defined

7.2.1. Active Membership

Active membership will comprise of corporate entities located in Maharashtra as are mentioned below, which are directly concerned with Maharashtra's MICE industry segments & would be placed under the following sub-categories: -

1. Airlines
2. Hotels
3. Travel agencies/Tour operators/ Destination Management Companies
4. Convention & exhibition centers / Professional congress , convention organizers (PCO's) /Professional exhibition organizers (PEO's)
5. Associations/Organizations and Industry Bodies
6. Any other organization accepted by the governing board

7.2.2. Allied Membership

This category includes the organizations located in Maharashtra which are directly or indirectly involved with MICE industry, other than those given under Active, Patrons, Lifetime & Associate categories:

1. Media (Trade Journals/Newspaper/Magazines/Digital)
2. Transport Companies (Air/Surface/Water)
3. Professional Associations / Event Managers/ Management Companies from Tourism & Hospitality Industry connected with MICE
4. Tourism / Hospitality / other Educational Institutes
5. Other organizations as decided by the governing board of MCB

7.2.3. Patrons

Membership of 'Patron' will be awarded honorary to those associations based in Maharashtra, who are preferably concerned with the development of MICE Industry & also to Individuals whose association will benefit MCB. The Governing Board will invite Patrons for the duration of its term only and shall have no voting rights. The governing board shall be final authority to determine membership under this category:

1. Centers of education learning
2. Big business houses/ corporate entities
3. Representative from Airport Authority of India / Railways / METRO
4. Distinguished individuals/organizations/association
5. Other organizations/ individuals as decided by the governing board

7.2.4. Lifetime Membership

Any Active member any time after three years or any Allied member any time after five years, who are keen to promote MICE tourism in the State, will be eligible for a Lifetime Membership.

7.2.5. Association/ Organization Membership

This membership will be applicable for Hotel chain / organisations that have a unit as member with the MCB or a branch office of a MCB member.

7.3. Rights & Privileges of Member

7.3.1. Active Category

i. To receive advance information all potential conferences, events, etc.

ii. To receive notice of all meetings of MCB.

iii. To attend the General Body Meeting of the MCB with the right to vote.

iv. To take part in all meetings & events arranged by MCB as per notices issued.

v. To receive, on request, data & other statistics maintained by the MCB on payment, that is decided by Governing Board from time to time.

7.3.2. Allied Category

i. To receive available information on all congresses / event bids for which have been won in favor of Maharashtra as soon as the information authentically received by MCB.

ii. To receive notices of all meetings of MCB.

iii. To attend the General Body Meeting of the MCB with the right to vote.

iv. To take part in all meetings & events arranged by MCB as per notices issued.

7.3.3. Patrons Category

i. To receive notices of meetings of the Open House/General Body of MCB.

ii. To attend the General Body Meeting of the MCB with the right to vote.

iii. To help publicize Maharashtra as a Conference / Events destination & help in getting more conferences / events to Maharashtra.

7.3.4. Lifetime Category

i. To receive notice of all meetings of MCB.

ii. To attend the General Body Meeting of the MCB with the right to vote.

iii. To receive leads from the Bureau.

iv. To take part in all meetings & events arranged by MCB as per notices issued.

v. To receive, on request, data & other statistics maintained by MCB on payment, that is, decided by governing board from time to time.

7.4. Conditions of Membership

i. Membership of MCB will be open to all the segments of MICE industry registered/approved by the Directorate of Tourism, Government of Maharashtra wherever possible.

ii. All new applications for memberships shall be scrutinized by Governing Board for eligibility of admission to MCB, applicable category to which the applicant may be admitted. Application for admission to MCB is in no way a right nor guarantees admission to this specialty organization. A rejected membership application would not bar the applicant from re-applying at a later stage where the Governing Board will re-examine the case at that time.

iii. Every corporation/ organization/ Department/Association will be represented at MCB only by one nominated person for each segment & category of membership. Accordingly, the Bureau would take cognizance of the communications received only from the nominated representative from a particular organization. Segments in each category will conduct their own election/ nomination for representation at the Governing Board. No alternate person would be permitted to attend the Governing Board meetings.

iv. Members shall adhere to the code of ethics evolved by the Governing Board from time to time. In case of non-adherence, the Governing Board may constitute a disciplinary committee as and when required.

7.5. Admission Fee & Annual Subscription

The category-wise admission fees/ corpus fund & subscription are stated below:

Category of Membership	**Admission Fee/ corpus fund**	**Annual Subscription**
Active	Rs. 10,000	Rs. 50,000
Allied	Rs. 5000	Rs. 10,000
Patrons	Honorary	Honorary
Life time (active)	Rs. 5,00,000	Rs. 10,00,000
Life time (allied)	Rs. 4,00,000	Rs. 5,00,000

Note:

(1) The above fee and subscription is exclusive of GST, payable as applicable.

(2) The above fee and subscription may be revised on the approval of the governing board.

(3) The patrons may support the Bureau with grants and donations.

7.6. Payment of Fee & Annual Subscription

1. The above-mentioned admission fees/corpus fund shall be effective on financial year basis.
2. The invoices of annual subscription to be sent by MCB to members at the beginning of the financial year & members should ensure to remit their subscriptions within 90 days. If the annual subscription is not received within 90 days, their membership will be liable to be suspended.
3. Furthermore, the Governing Board may consider revoking suspension of the member, if the payment is received by stipulated date.
4. Patrons shall not pay any admission fee/corpus fund and the annual subscription from time to time.
5. Public Sector Undertaking of Government of Maharashtra to be exempted from annual membership subscription & placed under Patron.
6. The 'corpus fund' shall be utilized as per statutory rules defined by the Governing Board.
7. The Governing Board is empowered to change the admission fee & annual subscription.
8. New members, who are enrolled at any time of the year, shall be liable to pay minimum six months' membership subscription.

7.6.a. Subvention Support

i. The Maharashtra Convention Bureau shall provide subvention support to the bid winner/organizer of international conferences or conventions held in Maharashtra. The support will be provided as follows:

   a. For conferences or conventions with fewer than 1,000 foreign delegates, assistance will be provided towards in-country expenses at a rate of USD 25 per delegate or 10% of the total bid value, whichever is lower.

   b. For conferences or conventions with more than 1,000 foreign delegates, assistance will be provided towards in-country expenses at a fixed rate of USD 25 per delegate, without the 10% bid value limitation.

c. Subvention support may be revised by the Governing Board as & when required.

ii. The eligibility criteria for this assistance are as follows:

a. The event must be held for a minimum duration of three (3) days, including the stay of the delegates in Maharashtra.

b. This subvention fund will be available for a maximum of five (5) such conferences or conventions per financial year.

7.7. Termination of membership

1. In the event of review by the disciplinary committee, member not following the prescribed code of ethics, the Governing Board may terminate his/her membership.
2. Members under various categories would have the right to resign from the membership of the MCB subject to payment of arrears of dues. However, they would have to serve notice of two months prior to resignation & would clear the dues accordingly.
3. If any member fails to pay his subscription or admission fee/corpus fund as defined at clauses above or any other dues, the CEO shall refer the matter to the Disciplinary Committee.
4. Disciplinary Committee shall be constituted by the Governing Board by appointing a Chairperson & two members from the Governing Board which shall look into the cases of termination on account of non-payment of dues.
5. In case of violation of code of ethics, the committee would comprise of three members of good standing, chaired by Chairperson, MCB.
6. A show-cause notice shall be issued for the above said violations to the member giving him/her 15 days' time & final decision shall be taken within a period of two months with a copy of the decision to the member.
7. If a member remains absent for 3 consecutive meetings of Governing Board without prior notice, his/her membership will be terminated.

7.8. Re-admission

It is further provided, however, that on full payment of the said dues & any other sums which may later have become due, the Governing Board shall have the discretion to restore his/her membership.

7.9. Binding by Regulations

Every member of MCB shall be bound by the provisions of the Memorandum of Association & Rules & Regulations, a copy of which shall be supplied to the member on joining MCB or on request & that he/she shall be fully bound by all the bye-laws made, amended or re-enacted by the Governing Board.

8. Governing Board

8.1. Structure of Governing Board

1. The category wise representation on the Governing Board and their seats on the board have been presented in the table below:

S.No	Category	Seats on the Board (Maximum limit)
1.	Chairperson (Hon. Minister, Tourism)	1*
2.	Vice Chairperson (Hon. State Minister, Tourism)	1
3.	Principal Secretary / Secretary, Department of Tourism	1
4.	Additional Chief Secretary- Urban Development Department, Govt. of Maharashtra	1
5.	Commissioner- Mumbai Metropolitan Development Authority (MMRDA)	1
6.	Municipal Commissioner Mumbai or his representative not below the rank of Additional Municipal Commissioner.	1
7.	Managing Director, City Industrial Development Corporation (CIDCO) or his representative	1
8.	Municipal Commissioner Pune or his representative not below the rank of Additional Municipal Commissioner.	1
9.	Municipal Commissioner Nagpur or his representative not below the rank of Additional Municipal Commissioner.	1
10.	Municipal Commissioner Nashik or his representative not below the rank of Additional Municipal Commissioner.	1
11.	Municipal Commissioner Ch. Sambhaji nagar or his representative not below the rank of Additional Municipal Commissioner.	1

12.	General Manager, BEST- Mumbai	1
13.	Managing Director, Pune Metropolitan Development Authority (PMRDA)- Pune	1
14.	Managing Director, Nagpur Metropolitan Development Authority (NMRDA)- Nagpur	1
15.	Managing Director, Nashik Metropolitan Development Authority (NMRDA)- Nashik	1
16.	Police Commissioner of Mumbai or his representative not below the rank of Jt. Commissioner.	1
17.	Police Commissioner of Pune or his representative not below the rank of Jt. Commissioner.	1
18.	Police Commissioner of Nagpur or his representative not below the rank of Jt. Commissioner.	1
19.	Police Commissioner Nashik or his representative not below the rank of Jt. Commissioner.	1
20.	Police Commissioner Ch. Sambhajinagar or his representative not below the rank of Jt. Commissioner.	1
21.	Director, Directorate of Tourism	1
22.	Managing Director, Maharashtra Tourism Development Corporation	1
23.	Director, Bureau of Immigration or his representative	1
24.	Director, Directorate of Cultural Affairs	1
25.	Superintendent, ASI Maharashtra	1
26.	Chief Executive Officer (CEO)	1**
27.	Honorary Secretary	1
28.	Honorary Treasurer	1
29.	Representative from Airlines Industry	1
30.	Representative from Hotel Industry	1
31.	Representative from Travel agencies/Tour operators/ Destination Management Companies	1

32.	Representative from Convention & exhibition centers / Professional congress, convention organizers (PCO's) /Professional exhibition organizers (PEO's)	1
33.	Representative from Associations/Organizations and Industry Bodies	1
34.	Representative from Media Industry	1
35.	Representative from Transport Companies	1
36.	Representative from Professional Associations / Event Managers/ Management Companies from Tourism & Hospitality Industry connected with MICE	1
37.	Representative from Tourism & Hospitality related Educational Institutes	1
38.	Representative from Lifetime Members	1
39.	Immediate past Vice Chairperson	1***
	Total	39

1. *The chairperson shall cast, only a tie breaking vote, if required
2. **CEO will have no voting rights
3. ***Term of immediate past vice chairperson- one year
4. From Sr. no. 28 to 37, representative shall be elected by the members of the respective category.
5. The CEO will decide on the representation of any other category, if required

8.2. Officer Bearers

The MCB shall have five office bearers as outlined below:

i. Chairperson
ii. Vice Chairperson
iii. Honorary Secretary
iv. Honorary Treasurer
v. Chief Executive Officer (CEO)

8.3. Constitution of Governing Board:

1. The Principal Secretary (Tourism) - Ex officio shall be appointed as the Chairperson by the Government of Maharashtra.
2. The Vice Chairperson, Honorary Secretary & Honorary Treasurer shall be selected from the General Body. Further, they shall not be elected for more than two consecutive terms for a particular post. However, they may be reelected after a gap of one term.
3. The vacant seat will be filled by nomination procedure followed by elections. However, as a stop gap arrangement, it may be filled through nomination by the Governing Board till the next elections.
4. A member of the Governing Board shall be elected in person representing his member organization. No other person in his place shall be permitted to attend the meetings of the Governing Board.
5. To qualify for the representation on the Governing Board, every category should have minimum five members.
6. The Office Bearers will work in an honorary capacity except the CEO, who will receive the remuneration from MCB funds.
7. The Governing Board will meet four times annually with a meeting per quarter or as it may deem fit.
8. The Governing Board meeting to be convened after serving seven days' notice to the Governing Board members.
9. The CEO of MCB will bring all important correspondence to the notice of the Governing Board at these meetings as to keep the Board abreast to the functioning of the association.
10. The strength of the Governing Board may be changed by the General Body, intimation, if required may be sent to Registrar of Companies.
11. The Governing Board may co-opt not more than 3 distinguished individuals as special invitees to the Board for more specific projects / purposes / meetings. These may or may not be members & it will be left to the Board to determine their credentials. Nominated members & patrons can attend Board meetings & will be considered as special invitees without voting rights.

8.4. Election to Governing Board:

1. The tenure of the Governing Board shall be of two years. Elections for the Governing Board, excluding the Chairperson, shall be held every two years.
2. The Governing Board shall declare the date of election of office bearers & members of the Governing Board at least 45 days prior to the date of expiry of the incumbent Governing Body.
3. The complete process of election is to be completed within 20 days from the date of declaration of election. The schedule for election will be as follows-

Date of Declaration of Election	T0
Period to submit the nominations	T1 (T0 + 7 days)
Scrutiny of nominations filed and publication of list of candidates	T2 (T1 + 3 days)
Withdrawal of Nominations	T3 (T2+ 2 days)
Campaign Period	T4 (T3 + 5 days)
Voting Day	T5 (T4 + 1 day)
Declaration of Result	T6 (T5 + 2 day)

4. The authorized representative of the Company/Organization on record on the date of election of member's company/organization having membership of the Bureau for two years with no outstanding dues as on the election to the Governing Board.
5. The office bearers of the Governing Board shall not be elected for more than two consecutive terms for a particular post. However, they may be elected after a gap of one term.
6. The election shall be conducted by the Returning Officer who shall be appointed/ nominated by the outgoing Governing Board simultaneously with the announcement of the elections.
7. The Returning Officer upon being appointed/ nominated by the Governing Board shall begin the conduct & holding of elections notifying the members about the same.

8. The election of the Governing Board / Office Bearers shall be strictly by the secret ballot (excluding Chairperson).
9. Elections to the posts of Office Bearers & the Board Members shall be held simultaneously on the same date. However, the principles of 'one person one post' shall be applicable.
10. Active members only may contest the positions of Office Bearers.
11. Election of Office Bearers by proxy shall not be permitted. However, voting by the authorized representative of a particular organization may be permitted to cast his / her vote under special circumstances.
12. The position of past Vice Chairperson to continue with one-year term.
13. In the event that any position of the Governing Body or office bearer becomes vacant, and the remaining tenure of the Governing Body is less than four months, no re-election shall be conducted to fill the vacancy. However, if the remaining tenure of the Governing Body exceeds four months, a re-election shall be conducted within one month from the date the vacancy arises.

8.5. Filing Vacant Position

1. Any member of the Governing Board, who without leave of absence being granted does not attend three consecutive Board meetings, is considered to have resigned.
2. In a situation where the Vice Chairperson resigns or the office of the Vice Chairperson otherwise falls vacant, the Honorary Secretary shall take over till the next Vice Chairperson is appointed.
3. In a situation where the Honorary Secretary resigns or the office of the Honorary Secretary otherwise falls vacant, the Honorary Treasurer shall take over & officiate till the next Annual General Meeting, when elections can be/ are conducted.

8.6. Rights, Duties & Functions

1. The Governing Board shall oversee the business of MCB & shall be entitled to exercise all such powers as are entitled in the Memorandum of Association, Rules & Regulations, & Statutory Modifications or reenactments thereof decided at an MCB General Body Meeting. No regulations made by MCB in a General Body Meeting, or an Extra-Ordinary General Body Meeting shall invalidate any prior act of the Governing Board which would have been valid had the Regulation/s not been made.

2. The Governing board will have powers to:

    a) Honor any prominent person or persons/ organization by nominating him or them to the bureau as honorary member or any special designation that it may deem fit.

    b) Appoint any committee or sub-committee to delegate to them any of the powers vested in the governing board for specific purpose/ duration.

    c) Dissolve any committee or sub-committee at any time or to remove any members from them. Vacancy caused by such removal of any member of the committee or sub-committee shall be filled in under the jurisdiction of the Governing Board.

    d) Affiliate itself with any world body of such affiliations help attain the aims and objectives of the bureau.

    e) Administer and invest the bureau's funds in alignment of the aims and objectives of the bureau. Further, to invest and deal with such proportions of the MCB's funds not immediately required in such a manner as may from time to time be determined by the Governing Board and to vary or dispose of any such investments.

    f) Collect subscriptions, contributions, gifts, donations, and grants of all kinds.

    g) Purchase, take on lease or in exchange, or otherwise acquire any land, building, rights of common property or real estate which may be required to attain aims and objectives of the Bureau.

    h) To authorize CEO or any other office bearer to sign and executive agreement on behalf of the MCB.

    i) Decide all admissions to or dismissals from various categories of membership of MCB or modify the classification of the membership. Such decisions of the Governing Board shall be ratified at either the Annual General Meeting or at an Extra Annual General Meeting.

    j) Responsible to employ, regulate or terminate services of officers, staff or employees as well as determine their salaries etc. from time to time.

    k) Own, purchase, lease, construct, alter, repair, manage and mortgage buildings or part thereof and other moveable and immovable properties for the purpose of carrying out the aims and objectives of MCB.

    l) Make, enact, alter, amend, repeal, re-enact, and enforce Rules & Regulations and bye laws, from time to time, for the management and conduct of the work, business and

affairs of MCB including qualifications, categories of membership, admission fees, subscription fees, expulsion/ restoration of its member.

m) Negotiate and enter into any arrangement with Governments, Chamber of Commerce, University, Municipality or any other public or private authority, philanthropist or individuals, which may seem conducive to any of the objects of the bureau.

n) Open and operate current accounts with any bank or banks.

o) To incur and approve expenses from time to time as it considers necessary for the promotion and maintenance of the aims and objectives of the bureau for its day-to-day functioning.

3. At any meeting of the Governing Board 1/3rd of the elected Governing Board present in person shall constitute a quorum. In the absence of quorum, chairman can adjourn the meeting. If the meeting is adjourned twice, the chairperson will have the authority to exercise all powers of the board.
4. All questions at all the meetings of MCB unless otherwise provided for, shall be decided by show of hands, or by ballot of at least 1/3 present demand. The Chairperson of any meeting shall, in the equality of votes on any matter, have the right to exercise a second or a casting vote.
5. Minutes of Meetings of the Governing Board entered in the Minutes Book and signed by the Chairperson of such meeting and duly confirmed at successive meetings shall be conclusive evidence of all resolutions of the Governing Board.
6. The CEO of the MCB shall be Tourism Industry Expert selected from open market after due consideration by the Governing Board in consultation with the Director, Directorate of Tourism, keeping in mind the special qualities required for fulfilling this role on terms & conditions duly approved by the Governing Board.

9. Powers of Chairperson

1. The Chairperson of MCB shall have the power to use her/ his discretion and to take any step on her/ his own as she/he may deem fit in any matter, or under conditions of emergency, but provided that all such steps taken are within the framework of Rules & Regulations of the MCB and confirmation of the Governing Board at its next meeting.
2. All decisions of the Governing Board shall be placed before the Chairperson of MCB for approval prior to the implementation.

3. At any meeting of the MCB the declaration by the Chairperson that a resolution has been carried by a particular majority shall be conclusive. The Chairperson of any meeting of MCB may, with the consent of the majority of the members present, adjourn such meetings from time to time and from place to place, but no business shall be transacted at an adjourned meeting other than the business left unfinished at the meeting from which the adjournment took place.

10. Duties of Vice Chairperson

The Vice Chairperson shall be responsible for conducting the meetings of the MCB in the absence of the Chairperson. She/ He will use her/his discretion to take decisions on behalf of the Chairperson, in the absence of the Chairperson only on the matters of great urgency and such decisions will be taken in the best interest of the MCB. These decisions will be subject to confirmation by the Governing Board.

11. Duties of Honorary Secretary

The Honorary Secretary shall be responsible for management of all the administrative matters of the MCB and shall use her/ his discretion and to take any step under conditions of emergency, but provided that all such steps taken are within the framework of Rules & Regulations of the MCB and subject to confirmation of the Governing Board at its next meeting. She/ He will be responsible for notices of Governing Board Meetings and General Body Meetings.

12. Duties of Honorary Treasurer

The Honorary Secretary shall be responsible for management of all the financial matters of the MCB. Whilst major decisions regarding financial matters would be taken by the Governing Board, the Honorary Treasurer could take decisions on routine matters keeping the Board informed as and when required. She/ He should hold quarterly meetings with the Auditors and keep the Board informed accordingly. She/ He will recommend to the Governing Board all financial matters under the Rules & Regulations of the MCB. She/ He will also be responsible for up-to-date accounting, audit and annual financial report.

13. Duties of Chief Executive Officer (CEO)

1. Overall responsibility of the running of MCB in alignment with aims and objectives of the MCB and as directed by the Governing Board. She/ He shall conduct all the correspondence of MCB and attend to its administrative, financial and legal matters. She/ He shall keep such registers of members and of the properties of MCB as are necessary. She/ He shall take, at the end of every official year of MCB, a detailed inventory of all the property moveable or immovable belonging to MCB as well as all documents and important papers.
2. Implementation of the decisions taken at the General Body Meetings, Governing Board Meetings, Committee/ Sub-Committees meetings, after obtaining formal approval of the Chairperson. She/ He will supervise the working of MCB, prepare all reports and perform all such other duties as are incidental to the aims and objectives of MCB.
3. Responsible for smooth functioning of MCB namely Marketing and Research, Publicity & Public Relations, Administration & Finance, keeping in view the aims and objectives of the Bureau.
4. In the event of any order or judgement leading to non-functioning of the MCB, the CEO shall assume all powers to run the Bureau. She/ He shall also be empowered to sign the cheques and take financial decisions, as the case may be subject to approval of the Governing Board.
5. The CEO will have the power to appoint any counsel, consultant, auditor, or any other professional for implementing the means and objects, subject to approval of the Governing Board.

14. General Body – Annual General Meetings

1. The General Body shall constitute all members of MCB.
2. The Annual General Meeting of MCB will be held, by 31st October after the expiry of the financial year on a date, time & place fixed by the Governing Board for the following purposes.
    a. To receive the annual report & the audited statement of accounts for the preceding year.
    b. To elect members on the Governing Board every alternate year.
    c. To elect or appoint Auditor or Auditors, honorary or paid, for the ensuing year, provided that a person or persons so elected are not members of the Governing Board.

3. For the Annual General Meeting 21 days' notice will be given to all members at their last known addresses as may be decided by the governing board.
4. The quorum for the Annual General Meeting called under sub-clause (b) above shall be 1/3rd of the members of MCB with voting rights. If there is no quorum, the Chairperson shall adjourn the meeting to 30 minutes later the same day. At such adjourned meeting no quorum shall be required.
5. No member who has not compiled with a notice issued for payment of dues shall be entitled to participate or vote at the Annual General Meeting.
6. The Chairperson of the Governing Board or, in her/his absence, the Vice Chairperson & and if none of these is present, one of the members of the Governing Board (except the CEO) chosen by the member's present shall be the Chairperson of the meeting.

15. Extra- ordinary general meeting:

1. An extra-ordinary General Meeting may be called at any time by the Governing Board on its own initiative or on a requisition in writing from not less than 1/3rd of active members.
2. Notices for an Extra-Ordinary General Meeting shall be given in the same manner as for the General Meeting. Such notices shall specify the motion or motions to be considered by the Extra-Ordinary General Meeting except the motions for the considerations of which the meeting has been convened & any amendments to such motions of which notice in writing has been given to the CEO at least seven days before the date of the meeting.
3. The provisions regarding quorum, adjournment etc. shall apply equally to Extraordinary General Meeting.

16. Financial Management

16.1. Sources of Income and Fund Utilization

1. Post constitution of the MCB, the establishment & operation cost for first 04 (four) years would be borne by Department of Tourism, Government of Maharashtra. During these 04 (four) years the Bureau will explore various sources of income to become self-sustainable.
2. The Budgetary sanction

3. The Governing Board should continuously explore more avenues for generating additional sources of income.
4. Apart from membership fees, grants and other form of support from key stakeholders, the MCB shall explore other avenues for generating additional sources of income, like;
    - Organizing events like an annual MICE/ Tourism Awards night for the industry
    - Publish monthly/quarterly Magazine for the MICE industry
    - Organize industry tradeshow highlighting India's MICE capabilities (similar to AIMS/IMEX/IBTM) attracting exhibitors from all across the country to meet with international buyers. For organizing these MICE events, the official booking portal 'Mahabooking.com' of Department of Tourism, Government of Maharashtra shall be used.
5. The income and property of MCB shall be applied solely towards the promotion of the aims and objectives of the Bureau as set forth in the Memorandum of Association and Rules & Regulations, and no portion thereof shall be paid or transferred directly or indirectly by way of dividend, bonus or otherwise, howsoever, to the members of the Bureau, provided that nothing therein contained shall prevent the payment in good faith of remuneration to any officer or employee of the Bureau or to any member of the Bureau or other persons for any services actually rendered to the MCB.
6. No member of MCB shall have any personal claim on any movable or immovable properties of MCB or derive any profit from their membership.

16.2. Financial Year

The financial year of the MCB shall be as per the statutory rules announced from time to time.

16.3. Accounts & Audit

1. The MCB shall maintain such books in relation to its financial accounts in such form and in such manner as may, in consultation with the Auditors of the Bureau, be prescribed.
2. The MCB, as soon as may be, after closing its annual financial accounts, prepare statement of accounts in such form as the Governing Board may, in consultation with the Auditors of the Bureau.
3. An Auditor or Auditors shall be appointed by the Governing Board at every Annual General Meeting. The Auditor or Auditors shall hold office till the following Annual General Meeting. Retiring Auditor or Auditors shall be eligible for reappointment. The Auditors shall be responsible for inspection of accounts and verification of the state of

funds of the MCB and shall present to the Governing Board a report on the state of accounts of the Bureau.

4. The Annual Accounts of the MCB, together with the audit report thereon, shall be laid before the Governing Board, as far as practicable at its annual meetings. If the statement of the audited accounts be not ready by the date of annual meeting, it shall be placed before the Governing Board at a subsequent meeting called for the purpose.

16.4. Bank Account Operations

The Governing Board has the power by a resolution to appoint its Banker and authorize Honorary Treasurer or in his/ her absence CEO and one of the two other Office Bearers to operate the Bank Accounts jointly.

17. Regulatory & Legal

17.1. Jurisdiction

That if any dispute arises between member/s of the Governing Board, the dispute shall be referred to the Courts of original Jurisdiction at Mumbai. The Governing Board shall, within a month of its election frame the necessary byelaws, Rules & Procedures for regulating the meetings.

17.2. Legal Proceedings

MCB may sue and be sued in the name of the CEO or any other person appointed by the Governing Board.

17.3. Amendments

Amendments to the Rules & Regulations of MCB may be made by the Governing Board only by a 2/3rd (two-third) majority votes of the members present at the meeting convened for the said purpose. However, amendments in the Memorandum of Association shall be made as per Companies Act 2013.

17.4. Filing of List of Members of Governing Board

On annual basis the list of members of Governing Board shall be filed with the Registrar of Companies as per Companies Act 2013.

17.5. Dissolution & Amendment of Affairs

If upon dissolution of MCB, there shall remain, after the satisfaction of its debt & liabilities any property whatsoever, the same shall not be paid to or distributed among the members of

MCB, but shall be given over to organizations with comparable purposes according to the decision of the Governing Board or, in default thereof, that of a competent Court as per the Companies Act 2013.

18. Professional Staffing & Structure

The MCB will be managed by full time professionals. Apart from the position of CEO, the Bureau will have minimum two Managers and requisite support staff. The selection process and indicative roles are given below.

18.1. Selection Committee

The appointment of the Chief Executive Officer (CEO) and Chief Operating Officers (COOs) of the MICE Bureau shall be undertaken by a Selection Committee comprising the Principal Secretary/Secretary, Department of Tourism, Government of Maharashtra; the Director, Directorate of Tourism; Regional Director, Ministry of Tourism, Government of India and three industry experts as may be deemed fit and nominated by the Chairperson of the Governing Board. This committee shall be responsible for evaluating and recommending suitable candidates for the positions of CEO and COOs, based on their qualifications, experience, and performance in the selection process. The appointment of the remaining staff of the MICE Bureau shall be carried out by the CEO and respective COOs, in accordance with the approved staffing plan and organizational requirements.

18.2. Chief Executive Officer

The Bureau will be led by a full-time Chief Executive Officer (CEO). The CEO will serve as the executive head of the Bureau, overseeing the overall management of the team, staff recruitment, and day-to-day operations. She / He will establish and maintain networks with government entities, industry, foreign boards, and industry associations. The CEO will be granted sufficient financial and administrative authority to fulfil the responsibilities. His / Her personal entitlement shall be as decided and approved by the Governing Body. The CEO, from time to time, will report progress to the Chairperson and the Board.

18.3. Manager – Marketing & Bids

The individual will promote the State as a preferred MICE destination. The role involves developing marketing plans, managing promotional content, and coordinating with event organizers. The individual will conduct SWOT analyses of venues and perform due diligence

on PEOs and PCOs. They will also handle procurement related to marketing and event services.

18.4. Manager – Admin, HRD and Planning

The individual will oversee administrative functions, human resource development, and strategic planning activities. The role involves managing day-to-day operations, supporting recruitment and training, and ensuring effective coordination across departments. The individual will assist in policy formulation, resource planning, and performance monitoring. They will also ensure compliance with government regulations and organizational procedures.

18.5. Other Supporting Staff

Additional support staff, including personnel for various HR and finance functions, will be appointed as needed by the Bureau. Annual increments for all the posts will be decided by governing body.

18.6. Reporting & Additional Hiring

The above-mentioned managers would initially be reporting to CEO. Based on requirements and need of the Bureau additional hiring can be conducted.

18.7. Resignation / Termination

CEO, COO, Manager and Assistant Manager may resign from their position with the MICE Bureau providing a written notice of resignation at least two (2) months before the intended date of resignation. The resignation notice shall specify the effective resignation date. During the notice period, the applicant is expected to continue to fulfil their duties and responsibilities unless otherwise agreed to by the Governing Body. The Governing Body reserves the right to waive or shorten the notice period at its discretion, and in such a case, the applicant shall receive all compensation and benefits up to the resignation date.

The Governing Body of the Bureau reserves the right to terminate the employment of any staff member, including but not limited to the CEO, COO, Managers, and other personnel, at its sole discretion, with immediate effect or after providing such notice as the Governing Body deems appropriate, in accordance with the terms of the individual's contract or applicable laws. The termination may be for any reason deemed necessary by the Governing Body, including but not limited to performance issues, misconduct, breach of contract, or any other reason the Governing Body deems to be in the best interest of the Bureau.

In the event of termination, the Bureau will provide the staff member with any severance pay, outstanding benefits, and compensation in accordance with their contractual terms or applicable labor laws. The Governing Body may also choose to waive the notice period or to pay the equivalent of the notice period in lieu of serving it. Directorate of Tourism will provide administrative/financial and logistic support to the MCB.

19. For the purpose of establishing and operating the MCB for first 04 (four) years an amount of **(₹ 81,06,18,047.00/-) Eighty One Crore Six Lakh Eighteen Thousand and Forty Seven Rupees Only.** has been sanctioned. The details of the budget are under "***Annexure- I***". The Budget Head is as follows - The new budget head will be mentioned once approved.

20. This is in principle approval for Government Resolution for formation of MICE Bureau. Directorate of Tourism will send separate proposals for Financial Approval.

21. This Government resolution of Maharashtra Government is available at the websitewww.maharashtra.gov.in. Reference no. for this is 202505151842187423. This order has been signed digitally.

By order and in the name of the Governor of Maharashtra.

SANTOSH VITHAL ROKADE

Digitally signed by SANTOSH VITHAL ROKADE
DN: c=IN, o=GOVERNMENT OF MAHARASHTRA, ou=TOURISM AND CULTURAL AFFAIRS DEPARTMENT, 2.5.4.20=ca5751ffedbb005fdff34ab6ac1f8319d061483d7d35e20f744e251360f7920a, postalCode=400032, st=Maharashtra, serialNumber=ECF4A9ABE84C70DE989C3669424C12B6CADCB583D500FE489CE8727916E0BBEE, cn=SANTOSH VITHAL ROKADE
Date: 2025.05.15 18:44:51 +05'30'

(Santosh Jaya Vithal Rokade)
Deputy Secretary,
Government of Maharashtra

To,

1. Principal Secretary to the Governor, Raj Bhavan, Malabar Hill, Mumbai.
2. Additional Chief Secretary / Principal Secretary to the Chief Minister, Mantralaya, Mumbai
3. Hon'ble Minister / Minister of State (All), Mantralaya, Mumbai
4. Chairperson, Private Secretary to the Legislative Assembly, Vidhan Bhavan, Mumbai
5. Speaker, Private Secretary to the Legislative Council, Vidhan Bhavan, Mumbai
6. Deputy Chairperson, Private Secretary to the Legislative Assembly, Vidhan Bhavan, Mumbai

7. Deputy Speaker, Private Secretary to the Legislative Council, Vidhan Bhavan, Mumbai
8. Private Secretary to the Leader of Opposition (Vidhan Sabha), Vidhan Bhavan,
9. Private Secretary to the Leader of Opposition (Legislative Council), Vidhan Bhavan, Mumbai
10. Hon'ble Member of Parliament (From Maharashtra State)
11. Hon'ble Member of Legislative Assembly (All), Vidhan Bhavan, Mumbai
12. Hon'ble Member of Legislative Council (All), Vidhan Bhavan, Mumbai
13. Chief Secretary, Mantralaya, Mumbai
14. Additional Chief Secretary/ Principal Secretary/ Secretary, Mantralaya, Mumbai
15. Private Secretary to all Ministers/Ministers of State
16. Director, Directorate of Tourism, Mumbai
17. Managing Director, Maharashtra Tourism Development Corporation, Mumbai.
18. Director General, Directorate General of Information and Public Relations, Mantralaya, Mumbai.
19. Commissioner of Sales Tax/Goods and Services Tax, Maharashtra State, Mumbai
20. Commissioner of Industries, Directorate of Industries, Maharashtra State, Mumbai,
21. All Divisional Commissioners, Maharashtra State.
22. All District Collectors.
23. Select File, Tourism-4.

Annexure I

1. MCB Annual Budget Estimation (Year 1)

Sr. No.	Particulars	Unit	Budget Allocation	Amount per Month (in INR)	Total Annual Amount (in INR)
1	**Remuneration**		18.78%		₹ 2,64,00,000.00
a	Chief Executive Officer	1			₹ 48,00,000.00
b	Chief Operating Officer (Finance)	1		₹ 2,50,000.00	₹ 30,00,000.00
c	Chief Operating Officer (Admin & Planning)	1		₹ 2,50,000.00	₹ 30,00,000.00
d	Manager – Marketing & Procurement	1		₹ 1,50,000.00	₹ 18,00,000.00
e	Manager – Admin, HRD & Planning	1		₹ 1,50,000.00	₹ 18,00,000.00
f	Assistant Manager	4		₹ 4,00,000.00	₹ 48,00,000.00
g	Other Supporting Staff	10		₹ 6,00,000.00	₹ 72,00,000.00
2	**Infrastructure & Purchases Including Subscriptions**		16.36%		₹ 2,30,00,000.00
a	Office Supplies	LS			₹ 40,00,000.00
b	Office Rent	LS			₹ 1,80,00,000.00
c	Office Electricity, etc.	LS			₹ 10,00,000.00
3	**International & National Promotion**		22.40%		₹ 3,15,00,000.00
a	Tradeshow Participation	LS			₹ 2,75,62,500.00
c	Corporate Gifts	LS			₹ 39,37,500.00
4	**Marketing & Publicity**		12.80%		₹ 1,80,00,000.00
a	Ads, PR	LS			₹ 1,35,00,000.00
b	Destination Film/ Images/Brochures	LS			₹ 45,00,000.00
5	**Site Visits**	**LS**	3.56%		₹ 50,00,000.00
6	**Subvention Fund**	**LS**	17.78%		₹ 2,50,00,000.00
7	**Miscellaneous**	**LS**	3.56%		₹ 50,00,000.00
8	**Sub -Total (1 to 7)**		95.24%		₹ 13,39,00,000.00
9	**Contingency**		4.76%		₹ 66,95,000.00
10	**Grand Total (8 + 9)**				₹ 14,05,95,000.00

Note:

- The remuneration shall be consolidated and inclusive of all allowances, including travel, accommodation, communication, and any other incidental expenses or dues.
- The remuneration shall be subject to an annual increment of 10%, effective upon the completion of each year of satisfactory service.

2. Budget Estimate for 4 years

	Annual Budget (₹)	Year-on-Year Increase
Year 1	14,05,95,000.00	**NA**
Year 2	17,57,43,750.00	25.00%
Year 3	21,96,79,687.50	25.00%
Year 4	27,45,99,609.38	25.00%
Total (rounded off)	81,06,18,047.00	

Annexure II

1. Qualifications & Experience

Sr No	Designation	Qualifications & Experience
1	Chief Executive Officer	• Master's degree in business administration (MBA) or an equivalent postgraduate degree in Hotel Management / Hospitality Management / Marketing from a recognized and reputed institution. • Minimum of 15 years of overall professional experience, with at least 5 years in a senior management or leadership role in areas related to tourism, hospitality, event management, marketing, destination promotion or public administration • Preference shall be given to candidates having demonstrable experience in the MICE sector, tourism, hospitality or international business development • Experience in public-private partnerships and international collaboration is desirable. • In exceptional cases, the competent authority may decide the age limit, qualifications and experience criteria.
2	Chief Operating Officer (Finance & Marketing)	• The candidate should possess a postgraduate degree in Business Administration (MBA) with specialization in Finance / Marketing or a professional qualification such as Chartered Accountant (CA), Certified Public Accountant (CPA), Chartered Financial Analyst (CFA), or any other equivalent postgraduate degree in Finance from a recognized institution • Minimum 12 years of relevant experience in financial management, including budgeting, procurement, audit, and compliance. • Experience in handling financial operations in

		government, public sector undertakings, or reputed private organizations. • Familiarity with government financial rules, GFR, and accounting systems. • In exceptional cases, the competent authority may decide the age limit, qualifications and experience criteria.
3	Chief Operating Officer (Admin & Planning)	• Master's degree in business administration (MBA) or an equivalent postgraduate degree in Hotel Management / Hospitality Management / Marketing from a recognized and reputed institution. • Minimum 12 years of relevant experience in planning, administration, and business development in government or private institutions, preferably in sectors such as tourism, hospitality, events, or destination promotion. • Strong experience in project management, operational planning, and resource allocation. • Demonstrated ability in strategic planning, process optimization, and ensuring smooth day-to-day operations. • Sound knowledge of government policies, regulations, and compliance in relevant sectors. • In exceptional cases, the competent authority may decide the age limit, qualifications and experience criteria.
4	Manager (Marketing & Procurement)	• Master's degree in business administration (MBA) or an equivalent postgraduate degree in Hotel Management / Hospitality Management / Marketing from a recognized and reputed institution. • Minimum 7 years of relevant experience in marketing, market research, data analytics, or business intelligence in government or private institutions, preferably in the tourism,

		hospitality, or event management sectors. • Proficiency in marketing analytics tools, CRM platforms, and digital marketing strategies • Experience in conducting market assessments, competitor analysis, and demand forecasting. • Experience in preparing bid documents, RFPs, and responding to tenders for national and international events. • Knowledge of public procurement processes and familiarity with government/PPP frameworks. • In exceptional cases, the competent authority may decide the age limit, qualifications and experience criteria.
5	Manager (Admin, HRD & Planning)	• Postgraduate degree in Business Administration (MBA)/Economics/ Public Policy or a related field from a recognized and reputed institution. • Minimum 7 years of relevant experience in planning, administration, and business development in government or private institutions, preferably in sectors such as tourism, hospitality, events, or destination promotion. • Strong experience in project management, operational planning, and resource allocation. • Demonstrated ability in strategic planning, process optimization, and ensuring smooth day-to-day operations. • Sound knowledge of government policies, regulations, and compliance in relevant sectors • The candidate should not be less than 35 years of age at the time of application. In exceptional cases, the competent authority may relax the age limit, qualifications and experience criteria.
6	Assistant Manager	• Graduate degree in Management / Hospitality / Tourism / Event Management / Hotel Management / Marketing or related fields.

		• A postgraduate degree in Business Administration (MBA) or equivalent or a professional qualification such as CA/CPA/CFA or any other equivalent postgraduate degree in Finance from a recognized institution will be preferred. • Minimum 4 years of relevant experience in government or private institutions, preferably in sectors such as tourism, hospitality, events, or destination promotion. • The candidate should not be less than 30 years of age at the time of application. In exceptional cases, the competent authority may relax the age limit, qualifications and experience criteria.

Note:

- The Chief Executive Officer (CEO), Chief Operating Officers (COOs), Managers, and other staff shall be entitled to a total of 30 days of leave in a calendar year.
- The maximum tenure of the Chief Executive Officer (CEO), Chief Operating Officers (COOs), Managers, and Assistant Managers, upon appointment, shall be three years. A maximum of two extensions of up to six months each may be granted, subject to approval and review by the Governing Board.
- The candidate shall not have attained the age of 65 years as on the date of application. In the event that an individual holding any position crosses the age of 65 during their tenure, their appointment shall stand terminated with immediate effect, irrespective of the remaining duration of their term.
- The Chief Executive Officer (CEO) will have privileges like out-of-pocket expenses (OPE) for office related work like Travel, boarding, lodging etc. equivalent to those of a Principal Secretary in the Government of Maharashtra.
- The CEO may fill positions from the firms empanelled under Government Resolution No: GAD-IT 080/4/2014-O/O DIRECTORATE OF IT-DIT (MH), dt. 5th October 2023 provided the candidates meet the qualifications and experience criteria outlined above.
- The candidate shall not have attained the age of 65 years as on the date of application.